

**blooey**

**1HUND(RED) + 1**

## **BLOODLINE CONCEPT**

Although Blooey wasn't among the selected designers to create a special edition All Star for the 1HUND(RED) campaign by Converse and (PRODUCT)RED, we couldn't resist adding just one more.



## CONVERSE AND (PRODUCT)RED

*Buy (RED) save lives* drives partnerships with number one brands to fund the fight against AIDS in Africa. It is extremely inspiring to see business and ideology meet in one shared vision.



## CONTEXT

Consumers are the columnists of our age. Being highly committed and extremely critical they act as the conscience of multinationals. Everybody knows more about anything, yet the good thing about all this information is that it triggers global bonding. This worldwide commitment is a huge opportunity for those who have an interesting story to tell.



## PEOPLE

Due to the information networks people experience an overload of impulses. Therefore to create connectivity, authenticity is everything. If you can build a real match with your client, he or she will adopt the story/brand/product as part of a lifestyle. Naturally, this will absolutely only happen when there is a strong shared vision.



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## VISION

Our bloodlines connect generations from the past into the future. This universal bond is the basis for strength and growth, but at the same time the carrier of one of the most fatal diseases of our time HIV/AIDS. The Bloodband, as the connection between evolution and vulnerability is the inspiration for our concept. The victims will tell us their story through a pair of All Star shoes.



## IDEA

We asked ourselves: why strive to add design to create attention for a message, when design can be the message?! The All Star shoe is already an icon of style and freedom so why try to add slick graphics instead of keeping it real? By adding just a red line stitched in a jagged pattern on the sides, we create a tangible yet exposed symbol of all bloodlines and the global commitment on the fight against this HIV/AIDS.



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## DESIGN

Bloey invented a simple and pure image to tell a story of a million words. A perfect match with the iconic power of Converse when the message is the design and the design is not much more than a shoe.



## CONCEPT

Every All Star Bloodline has an unique stitched story. Still to get the awareness even closer into our western world, all stitches will be hand made by real people with real HIV/AIDS. Although quite shocking, this will make you think again about the danger of infection and the impact of HIV/AIDS.

### **BLOOEY IDEATION STUDIO**

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